

A guide for Advertising students in

Marketing and Self Promotion

This year all boils down to the choices you make.

- **Choices about your work.**
- **Choices about how you manage your time.**
- **Choices about your future.**
- **Try to make more good choices than bad.**
- **We will help you where we can.**

**“I am not a product of my
circumstances. I am a
product of my decisions.”**

Stephen Covey

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The module is designed to help prepare students for the 'real world'.

It covers essential techniques and strategies that will enable you to succeed in the workplace.

It enables your individual talents to be identified and directly targeted.

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Formal classes will introduce each subject area.

These will normally be followed by an exercise or partial assignment.

Culminating in a professional presentation of your work.

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So what will you be covering exactly?

What will you be expected to contribute?

Where do you start?

But before all that.....

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Where did the idea for the module come from?

Potential employers who felt that something was missing?

Ex students who felt that they should have been given more advice and help at college?

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Quotes from Swansea College of Art graduates

I was not prepared, I would highly recommend a class on it.

Zara Bullock

Illustrator / freelance web designer

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It's a massive world after college! I now know what to expect.

Mark Goulden
Businesslink, Warrington



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Quotes from Swansea College of Art graduates

Don't bullshit..... a professional will smell it a mile off!

Colin Higgins
Century Group

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Quotes from Swansea College of Art graduates

My project in the module gave me my first full time job

Ben Spurling
Dorset Health Authority



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Quotes from Swansea College of Art graduates

The most useful module I took on the course!

Anthony Bridge

Apricot Agency / Freelance Illustrator



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Quotes from Swansea College of Art graduates

I swapped my elective to do this one..thank goodness!! Within two years its me doing the interviewing and it still helps.

Ben Louis-Smith

Studio manager, Slightly Different Design Group

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Quotes from Swansea College of Art graduates

**Ian has asked me what I would say... Simply
this...pay attention or you are really screwed!**

**Helen Richards
Freelance Creative**

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Meet some of your advisors



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So what do employers say?

We often have to spend a lot of time helping these graduates, universities should do better.

Chris Carpenter
Director, Stills Design Group

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So what do employers say?

Even experienced people don't seem to have a clue sometimes. Students don't normally get a look in! Swansea is different...tell them!

Ben Louis-Smith

Studio manager, Slightly Different Design Group

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So what do employers say?

You seem to do a good job of it there, we have taken on quite a few of your ex-students. One as a direct result of this class.

Simon Toft

Managing Director, IMEX Design Group

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Employers - some thoughts

**You will have to convince them of your worth..
Show them what you are made of, what you can
do?**

**You must be keen to succeed, motivated to do
well.**

**This module will test you..make you think about
opportunities and consider the employer's point
of view.**

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What do you have to do?

Prepare a “diary” for this module

Keep all your notes and responses in it

Design a presentation version (think portfolio)

Including your trading / business “identity”

To be presented as part of your assessment

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Some past 'diary' examples



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Some past 'diary' examples



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Some past 'diary' examples



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Diary task 1 – your first ideal job

What do you want it to be?

What do you want to be doing?

What should it lead to?

Write it up for your diary (think presentation)

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This module will cover...

The value of work and tax considerations

Job hunting techniques

Job applications

Presentation techniques

Professional briefing / contractual agreement

Freelancing considerations

Interview techniques

Networking

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It will be all about promoting yourself before graduation



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It is up to *you what you want to do for the next 8* months, but I would suggest focusing on your degree.

You all have the ability otherwise you would not be sat in this room.

We are here to help you but you must be prepared to help yourselves as well.

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Handy Hints.

Plan and Structure your time. Organise your week into times of study, work and socialising...but get the balance right.

Set yourself deadlines for your projects.

Attend your tutorials and bring your work/ideas with you.

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‘Don’t dream it, be it!’

**Frankenfurter
The Rocky Horror Picture Show**